



BENSON &amp; HEDGES 100's

9999999999999999  
Sample A. Sample  
123 Any Street.  
Anytown, US 12345-4524

Dear Sample,

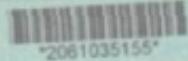
Today there are times you have to go to great lengths just to enjoy a great tasting Benson & Hedges. But to receive an additional \$1 off coupon, this won't be one of those times.

That's because to receive the coupon, all you need to do is simply sit down at your desk (wherever that may be) and fill out the survey below. Then return the survey to us. It's that easy.

Sincerely,

Peter Henriques

281



P0001291

P.S. To help make your smoking experience even more pleasurable, we are enclosing two coupons good on future Benson & Hedges offers.

## THE LENGTH YOU GO TO FOR PLEASURE

### ► HERE'S THE EASY PART

Fill out the survey by April 15, 1995 to receive your \$1 off coupon.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(Brand name)

2. How long have you smoked this brand?

- Less than 1 yr.    2 to 3 yrs.    Over 5 yrs.  
 1 to 2 yrs.    3 to 5 yrs.

3. What, if any, was your previous brand?

(Brand name)

4. Do you usually buy it by the...? (Check one.)

- Pack    Carton    Both Ways

5. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

- Go to another store to buy my regular brand.  
 Buy another type or length of my regular brand.  
 Wait until the store has my regular brand.  
 Buy a different brand entirely.

6. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

- I use almost any cigarette coupon I get.  
 I occasionally use coupons for cigarettes, even if they are not for my regular brand.  
 I only use coupons for cigarettes for my regular brand.  
 I never use coupons to buy cigarettes.

7. If your regular brand were not available, which of the following brands would you consider buying? (Check off that apply.)

- Alpine    Doral    Marlboro    Store Brand  
 Basic    Eve    Montclair    Generic  
 Benson & Hedges    GPC    More    Style  
 Brisk    Kool    Newport    Supreme  
 Cambridge    Menthol    Salem    Virginia Slims  
 Capri    Marlboro    Savannah    Winston  
 Carlton    Marl    Sterling    Other  
 None

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton=12 packs.)

(Brand name)   # of packs

P0001292

Please make any address corrections below:

 Mr.    Miss    Ms. Male  
 Female

Name \_\_\_\_\_

Address \_\_\_\_\_

Apt # \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

By responding to this survey and signing below I certify I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and promotional incentive items in the mail, subject to applicable state and federal law.

Signature \_\_\_\_\_

Date of Birth \_\_\_\_\_  
Day Month Year

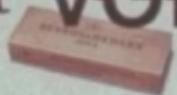
18729-C1

© Philip Morris Inc., 1995

POSTAGE TO MAIL

MANUFACTURER'S COUPON EXPIRES 4/30/95

\$1.50 OFF

ANY CARTON OF  
BENSON & HEDGES

MANUFACTURER'S COUPON EXPIRES 4/30/95

75¢ OFF

ANY 2-PACK PURCHASE OF  
BENSON & HEDGES